

# Master of Commerce (Marketing) (SUT)/ Master of Science in Leadership(NU)

## Course Structure & Planner - CMMK 640

### Part time Students Commencing Semester 1 2010

The **MCom(Marketing)(SUT)/MScLeadership(NU)**, program code **CMIB640U**, enables students to complete a two year program (or part-time equivalent) of study and gain two masters degrees on graduation. Students complete eight (8) units of study from the Swinburne Master of Commerce (Marketing) program and eight (8) units of study from the Northeastern Master of Science in Leadership via the Leadership Stream. Upon successful completion of all sixteen (16) of units of study (200 credit points), subject to pre-requisite requirements, students will be awarded: Master of Commerce (Marketing) (Leadership Stream) from Swinburne and Master of Science in Leadership from Northeastern.

Unit Code	Unit Title	Pre-requisite Units	Semester 1 (TP1) Feb - June (12 weeks)	Winter Term (TP4) June- July (6 weeks)	Semester 2 (TP5) August - Nov (12 weeks)	Term 3 (TP6) August - Sept (6 weeks)	Term 4 (TP7) Sept - Nov (6 weeks)	Unit sequence for enrolment		
<b>Proposed Year and Teaching Period (TP) for units to be completed for Part time students</b>									<b>TP</b>	<b>YEAR</b>
HBM420*	Marketing Fundamentals	Nil	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2010	
HBM424*	Customer Behaviour & Management	Nil	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2010	
HBULDR6100‡	Developing Your Leadership Capability	Nil	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP4	2010	
HBULDR6120‡	Creating Leadership Capacity: Developing Bench Strength	Nil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	TP6	2010	
HBULDR6110‡	Leading Teams	Nil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TP7	2010	
HBM425*	Market Research Fundamentals	Nil	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2011	
HBM423*	Marketing Planning	HBM420	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2010	
HBUHRM6005‡	Creating a High Performance Organisation: Strategic Organisational and HRM choices	Nil	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP4	2010	
HBULDR6125‡	Managing Organisation Culture	Nil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	TP6	2010	
HBULDR6140‡	Developing the Strategic Leader	Nil	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	TP7	2010	
HBM532*	Marketing Project Management	All Stage 1 units	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2012	
<b>Marketing Elective</b>	HBM525 Marketing Decision Tools OR HBM526 Information Analysis PLUS 1 Elective OR BOTH HBM525 & HBM526	All Stage 1 units	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP1	2012	
HBUFIN6120‡	Building Financial Relationships	Nil	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP4	2012	
HBULDR6135‡	The Ethical Leader	Nil	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP4	2012	
<b>Elective</b>		All Stage 1 units	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP5	2012	
HBI650*	Global Business Strategy	All Stage 1 & 2 units	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	TP5	2012	

\* Swinburne Units ‡ Northeastern Units

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On line options for Northeastern units may be available in 2010/2011 allowing students to accelerate completion of the final NE unit